FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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DETAILS ON FFFF MEETINGS ..... Last week we gave you the schedules for the Food Fights for Freedom meetings beginning the 20th of this month. Each agency is inviting its own field representatives about as follows:

At the Radio-Press Meetings (New York, Chicago, Atlanta, San Francisco)

State Extension Editors
Office of Distribution - Regional Marketing Reports people
Farm Security Administration - Regional information people
Soil Conservation Service - Regional information people
Forest Service - Regional information people
Farm Credit Administration - Regional information people

At the Government Information Meetings (New York, Chicago, Atlanta, Dallas, and San Francisco)

Same as above plus:
Regional nutrition field agents, state chairmen and executive secretaries
Regional OPA representatives and District Office people in home city
Regional OCD representatives

At the National Organizations Meetings (New York, Washington, and Chicago)

Any representatives of OCD, OPA and WFA agencies whose function it is to contact national organizations.

THESE MEETINGS ARE IMPORTANT because they will deal with all of the 1944 wartime food information programs comprising FFFF -- farm production, Victory Gardens, Crop Corps, nutrition, food conservation, home food preservation, rationing and price control

AT EACH OF THE RADIO-PRESS MEETINGS, the first morning Dr. Cliff D. Carpenter, Special Assistant to the Chief of Feed and Livestock Branch, Office of Production, will speak on "The Current Problem in Livestock Productive Efficiency." He will be available for additional discussion with separate groups that afternoon. On the afternoon of the second day, he will hold a separate meeting with feed trade officials, editors of feed trade papers, livestock organization officials, and any from the press and radio group who wish to attend, for further discussion.

A FACT SHEET on the feed and livestock situation will be available for use at the meetings, as well as fact sheets and timing schedules for each of the information programs comprising Food Fights for Freedom.

PRICE INFORMATION FOR FARMERS ..... is the keynote of a price education drive to be featured in rural areas during February and March as part of the FFFF program. Dollars-and-cents ceiling prices for commodities farmers sell are being prepared by District OPA price officers and given to County Agents, who are distributing the information to farmers in their counties. A copy of the price list which applies in each county will be filed with the County Agricultural War Board for reference by farmers. A digest of all OPA price regulations which apply to farm commodities (both on the farm and at the point of first handling) has been prepared by the BAE. Copies will be sent to OPA price and information representatives in the field and to WFA field information representatives.

GROW MORE IN '44 WEEK ..... tentatively has been designated for the first week in April. While paying tribute to past and current food production efforts, the purpose of this special week is to stress the need for continuing all-out food production.

To provide understanding of our food needs, the information on this program will (1) tell consumers about production records farmers have achieved in the past 7 years, and the ambitious goals set for 1944, (2) tell farmers that the nation appreciates their efforts and will help, and (3) show the management necessary to meet specific war requirements within the production capacity of the Nation's farms, with war-limited manpower and facilities.

To stimulate action, the appeal will be to (1) farmers to meet their goals, (2) to city people to volunteer for Crop Corps work on farms and in processing plants, and (3) city people and farmers to grow Victory Gardens.

THE WEEK'S OBSERVANCE may be led off with a national radio program, if it can be arranged. Organized groups (civic clubs, etc.) will be urged to observe the "Grow More in '44 Week" in their local programs, paying tribute to farmers, Crop Corps workers, and Victory Gardeners. Farmer meetings might be held in areas where States determine that special last minute drives are needed to meet goals.

DETAILS OF THE PROGRAM are being worked out. More on that later.

LATEST FOOD INFORMATION SERIES ..... off the press is No. 79, "The Farm Equipment and Supplies Outlook." It gives briefly the situation as to heavy farm machinery, steel goods, twine and rope, dairy and poultry equipment, paint, containers, automotive supplies, fertilizers, chemicals.

YOU MAY WANT TO MAKE ..... a strong last appeal for getting in fertilizer and insecticide-fungicide orders. Spring is just around the corner.

FARM LABOR ..... must be swelled by volunteer farm workers again in 1944 as in 1943. Since labor needs have jumped from 3½ million men, women, and youth who worked last year to 4 million for '44, you will want to watch for a Food Information Series scheduled to be out soon on this subject.

UNION LABEL TRADES DEPARTMENT ..... of the American Federation of Labor has announced a nation-wide "Victory Recipe-Menu Contest," as part of its campaign for well-balanced meals. The contest is open to everybody and the contestants will have the choice of writing Recipe-Menus for five kinds of daily menus with a recipe for the principal dish of the main meal -- dinner. The recipes and menus must conform to the Seven Basic Food Groups.

*** NATIONAL FARM AND HOME HOUR ***

MONDAY, Feb. 7 -- Al Bond, Radio Service, and Z. R. Pettet, Chief, Division of Agriculture, Department of Commerce, "Farm Records for the Record." TUESDAY, Feb, 8 -- Al Bond and Carl Hancock, Farm Labor Information Campaign Manager, "Farm Labor Needs in '44", and Ruth Van Deman and Mrs. Ernestine Perry, Office of Distribution, WFA, "Food for War Workers." WEDNESDAY, Feb. 9 -- Frederick D. Mott, Chief Medical Officer, FSA, "Helping Farm Families Keep Fit." THURSDAY, Feb. 10 -- Post-War Agriculture #10, Dr. Hazel K. Stiebeling, Assistant Chief, BHN&HE, "Food Consumption for Health." FRIDAY, Feb. 11 -- Victory Gardens, Al Bond and Ernest Moore, "Make It More in '44."

CONSUMER TIME

Featuring "Food Conservation," Consumer Time will also tell how to cut household grocery bills, plus cutting food waste in the home. Saturday, Feb. 12, at 12:15 EWT, NBC

TEMPORARY ABUNDANCES

Here is the list this week of really abundant foods over most of the country:

* Potatoes
Citrus Fruits - Particularly grapefruit and smaller oranges
* Canned green and waxed beans - Ration-free
Frozen vegetables - All ration-free except peas, corn and lima beans
Fresh shell eggs
Soya products - Not marketed in every city
* Frozen baked beans -
Variety cuts of pork - Abundant supply of all cuts

Not quite so plentiful, or limited to certain regions are:

Winter squash - Plentiful on Pacific Coast
Sweet potatoes - Good supply in south and southwest
Various greens - Types vary in different markets; available all markets
Broccoli - Good supply most metropolitan markets
Canned green soy beans - Plentiful southwest markets
Early new cabbage - Plentiful on all markets
Fresh pork - Plentiful except on east and west coast and some areas of south

* - Starred items are those deserving active promotion if abundant locally

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NO-POINT, LOW-POINT PROGRAM ..... is outlined in Food Information Series piece being mailed out soon, together with information kit on this program.

THIRTY-NINE COLLEGES .....from 23 states and the District of Columbia are participating in a survey of food waste. These schools represent varying sizes of enrollment, every section of the country, and a wide range of student income. Of the group, 37 considered that enough food is being wasted to warrant special efforts to reduce the waste. Tabulations on their figures, compiled by Office of Distribution, WFA, show that from one-half to two-thirds of a pound per student per day is wasted either on the plate or in the kitchen.

WHAT HOME CANNERS CAN EXPECT .....in the way of supplies and equipment are listed in a Food Information Series piece out soon. You will want to see it.